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WIC Wisconsin Serves Up Statewide “Mom Strong” Campaign with Website, Holiday Cookbook

Eau Claire, WI, December 4th, 2018 – The Wisconsin Women, Infants & Children (WIC) program recently launched a new “Mom Strong” campaign with the mission to empower parents who receive WIC monthly benefits. The campaign recognizes the hard work it takes to be a parent.

The website, wicmomstrong.com, recently launched to serve families throughout the state of Wisconsin. Parents looking for assistance with food, prenatal care, infant care, breastfeeding education and support, and child-related resources can simply sign up through the site and will be contacted by the WIC program nearest to them.

The website also boasts an electronic [WIC Wisconsin Cookbook](#) full of recipes made from WIC-approved ingredients. Just in time for the holidays, the cookbook can be shared digitally, downloaded and printed for use at home. The cookbook features a WIC mom chef who created her own recipe using WIC-approved foods. “At my most recent WIC appointment, I mentioned to the nutritionist a great recipe that I had found that uses a few different WIC products and minimal non-WIC products,” says Danielle, the WIC Wisconsin Cookbook’s first Mom Strong celebrity chef. “Fried rice has become a house favorite here.”

WIC food packages provide moms with choice and variety. Foods, such as: milk, eggs, iron-fortified cereals, whole grain bread, tortillas, brown rice, and fruits and vegetables, provide flexibility for cultural preferences. Parents across the state of Wisconsin are finding unique ways to live “Mom Strong” using their WIC benefits.

“Fostering infants and children for the past 16 years has been a wonderful journey, due to the amazing resources WIC has provided our family,” says Jackie, a Mom Strong foster parent from Dodge County. “Walking into my very first WIC appointment, I felt embarrassed and intimidated. WIC is so much more than ‘free formula and food’. WIC provides the most thorough, educational, inspirational, and supportive experience for moms and dads. I even have had to send my husband a time or two. It takes a village to be ‘Mom Strong’. I am very grateful WIC is a part of my village!”

Briana from Walworth County, another Mom Strong parent who uses WIC benefits, says, “WIC helped me be mom strong by supporting my breastfeeding relationship with my children as well as always being there to help connect me with community support and resources.”

WIC provides the tools, knowledge, and resources you need to stay mom strong. Benefits include healthy foods, nutrition education, breastfeeding support, and referrals to needed services like immunizations, doctors, AODA, and social services.

About WIC

The Wisconsin WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide Federal grants to States for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and non-breastfeeding postpartum women, as well as infants and children who have a health or nutrition need.

To assess eligibility or to find out more about WIC services, visit: <http://www.dhs.wisconsin.gov/wic/> or call the hotline at 1-800-722-2295.

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